

# memo:

**TO :** Marian Halpern  
Philip Morris

**DATE :** November 15, 1994

**FROM :** Bette Levine

**CC :**

**SUBJECT :** American Spirit (Chicago Focus Groups)

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During the recent conduct of three (3) focus groups in Chicago among female Marlboro smokers we asked for awareness of American Spirit.

One woman across all three groups said she believed she had seen American Spirit being promoted at a Bar Night, and recalled this brand had, "something to do with being all natural, or something like that."

None of the other women were aware of the brand.

They had never heard the brand name, nor could anyone else recall ever seeing a pack of American Spirit.

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